

MATRICULATE

Impact Report

2023



A MESSAGE FROM OUR PRESIDENT AND CEO



Colleagues and friends,

When I joined the team at Matriculate in late 2022, I knew that the year ahead would be a momentous one for all of us who work at the intersection of college access and opportunity. Today, as we navigate the impact of a transformative – if not surprising – Supreme Court decision, the ongoing aftershocks of the pandemic, and widening socioeconomic inequality, it's fair to say that 2023 surpassed my predictions.

But all this uncertainty has also inspired many of us to find silver linings, and unexpected opportunities, in troubling situations. For one, I have been humbled and grateful to step into a new role as Matriculate's President and CEO, and to work with a team that is helping thousands of students around the country beat the odds and pursue their dreams in postsecondary education and beyond. Every day, I'm fortunate to learn from my colleagues and the students, colleges, and employers we work with. They remind me that while the work of closing endemic equity gaps is never easy, it's also never futile — and that as a growing body of research continues to show, near-peer advising and support is making a measurable and powerful difference.

In the months and years to come, there's no doubt that we will continue to face new challenges and unexpected hurdles in our journey to build a better education system. But this year has been a reminder that with a supportive community and a commitment to finding, measuring, and scaling what works, no barrier is insurmountable. We're so grateful for your continued support, and look forward to continuing our journey together.

In partnership,
Craig Robinson
President and CEO

VIRTUAL, NEAR-PEER ADVISING

MATRICULATE EMPOWERS TALENTED, LOW-INCOME HIGH SCHOOL STUDENTS TO ATTEND COLLEGES WHERE THEY WILL THRIVE.

HOW IT WORKS



Matriculate recruits High School Fellows: high-achieving juniors and seniors from low-income households



Matriculate selects and rigorously trains Advising Fellows: undergraduates to serve as advisors



High School Fellows are paired with Advising Fellows and meet one-on-one each week, completely virtually



For 18 months, High School Fellows work with their Advising Fellow on college application milestones



With the support of their Advising Fellow, High School Fellows decide where to enroll for college

ADVISING FELLOWS SUPPORT HIGH SCHOOL FELLOWS AS THEY:

Explore colleges

Create a college list

Apply for scholarships and financial aid

Plan for their transition to college

Review acceptance/financial aid packages

Enroll at a college where they will thrive

Through our virtual model, we are able to bring valuable near-peer mentorship to students wherever they are, whenever they are available.

ADVISOR TRAINING

WHAT IT MEANS TO BE AN ADVISING FELLOW

Matriculate Advising Fellows undergo a rigorous program to learn how to serve High School Fellows:



40 HOURS
OF INITIAL AND CONTINUOUS
ADVISING FELLOW TRAINING

From application, to live training, to monthly All-Fellowship meetings, Advising Fellows receive up to 40 hours of training and professional development.

ONGOING STUDENT LEARNING

Once an Advising Fellow is certified and paired, they continue to build upon their content knowledge with Advising Fellow webinars, All-Fellowship meetings, supplemental learning opportunities, and more!



All with the objective to equip students with:



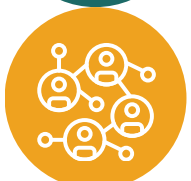
the skills and practice necessary to build an effective advising relationship with high school students



timely and accurate content knowledge, so that Advising Fellows can support High School Fellows as individuals and help them feel empowered to make an informed college decision



advising resources, such as a 31-step curriculum of self-paced written units designed to assist with advising sessions and content



a national network of peer support to troubleshoot advising needs and celebrate successes

FINDING OUR STUDENTS

EXPANDING OUR REACH TO SERVE MORE HIGH SCHOOL FELLOWS
NATIONWIDE

We tap into as many avenues as possible to identify and connect with talented high school students who could benefit from 1:1 college advising. We pursue and develop relationships with organizations nationwide who can help us in that, focusing on three primary strategies:

1 Fostering systems of wraparound support

Through new partnerships with organizations such as **Schoolhouse.world** and **EdEquity**, we are providing personalized college advising to high school juniors and seniors already receiving academic programming.



2 Reaching every student

We work with other college access organizations like **Thrive Scholars** and **Let's Get Ready** to provide college advising to as many students as possible. As we grow, we have the opportunity to reach out to eligible students who our peer organizations may not be able to serve.



3 Raising our profile nationwide

By leveraging relationships with national partners like the **College Board** and **EAB/College Greenlight**, we are increasing our visibility on platforms used by high-achieving juniors and seniors across the country.



If you have connections to a national or local organization who could help us reach more students, we encourage you to reach out to studentpartnerships@matriculate.org.

COLLEGE PARTNERSHIPS

WORKING WITH GREAT COLLEGES TO CREATE GREAT ADVISING FELLOWSHIPS

Matriculate is proud to collaborate with leading colleges across the country in supporting school-based Advising Fellowships.

STRENGTHENING OUR TIE WITH STANFORD UNIVERSITY

We are excited to announce that Stanford has doubled down on their commitment and investment to Matriculate by joining as a Signature Partner. We look forward to building on our six years of work together as we build pathways of success for talented from low-income and marginalized communities.

By becoming a Signature Partner, Stanford commits to providing Advising Fellows with top-tier support for their advising work and their professional development. They also pledge to support our work across the country.



If you can help us connect with potential college partners, **we encourage you to reach out to collegethings@matriculate.org.**


OUR IMPACT

Matriculate continues to demonstrate positive impact on the students we serve.

In 2021, Bloomberg Philanthropies' CollegePoint Initiative supported a study, led by Dr. Ben Castleman of the University of Virginia to evaluate Matriculate's model. This ongoing randomized control trial (RCT) has already shown statistically significant impact of our work. Here are some of the findings.

As compared to a randomly selected control group, Matriculate students saw a:

 **10.2%** increase in attendance at High Graduation Rate schools

 **33.9%** increase in attendance at colleges that meet full financial need of either all or lower-income students.

Of students who matriculated:

 **94.4%** persisted into the fall of their second year

"[These results] show that high-achieving, low- and moderate-income students who are virtually advised by college mentors at similar institutions with small caseloads see substantial improvements in quality of enrollment and matriculation."

Ben Castleman, University of Virginia

Our next steps are to more closely examine persistence and graduation rates, our impact on target groups, social capital transfer, and labor market outcomes.



CLASS OF 2023



High School Fellows by the numbers

2,810

High School
Fellows in the
class of 2023

92%

want to stay
involved in
Matriculate

\$54M

in financial aid
and scholarships
awarded

82%

enrolled at a
high-graduation
rate college or
university

WHERE ARE OUR STUDENTS GOING?

This year, High School Fellows in the Class of 2023 enrolled at **392** universities and colleges across the country, including:

- Yale University - 53*
- University of Pennsylvania - 47
- Cornell University - 43
- Stanford University - 42
- University of California, Berkeley - 39
- Columbia University - 38
- University of Florida - 36
- Harvard University - 34
- Princeton University - 32
- New York University - 30
- The University of Texas at Austin - 30
- Northwestern University - 26
- Brown University - 25

**number of incoming first year students in the Fall 2023.*



High School Fellow Stories

High School Fellows share their Matriculate experience



"My Matriculate Fellow became my older brother. Throughout my life I had always been the person my family looked up to, as I was the oldest of them all. Having a fellow to guide me, especially someone who was so close to where I am in life currently, helped me to ask the questions that I couldn't ask before...Matriculate provided more than just resources, they made sure I was ready for everything that would come my way. The resources provided are immense and useful every step of the way."

Love (Athens, TN), attending Columbia University

"My Matriculate Fellow, Rohan, always had the answers to my questions, so I never felt lost throughout the crazy college application process. He always showed me great kindness, and helped me understand that I have the potential to get accepted to and thrive at a top university, regardless of my background and the region where I grew up."

Allan (Los Fresnos, TX), attending Johns Hopkins University



"Coming from a first generation background, I had no clue how to navigate the college process. But with Matriculate's guidance, I didn't have to do it alone. I'm thankful for the support that Matriculate and my advisor provided by giving me the resources I needed. My advisor helped me edit my essays countless times until I was truly happy with them and kept on reminding me that I'm worthy of attending an institution like USC. I don't know where I would be right now without Matriculate and my advisor."

Angelica (Watsonville, CA), attending the University of Southern California



"My Advising Fellow, Alejandra, was one of the first people I called after I got news that I would be a POSSE scholar at UVA. She not only edited my essays, helped me decide which extracurriculars to put on my application, and practiced interview questions with me for a four-month interview process, but also was always a source of moral support."

Saehee (McLean, VA), attending the University of Virginia





"My Advising Fellow was there for me every time I asked for help with an essay. They helped me work around the stresses of family and life while also keeping me focused on my application. I cannot recommend enough Matriculate to anyone who can benefit from it."
Cole (Wheaton, IL), attending Northwestern University

"Matriculate has helped me a lot during this stressful college process. This program allowed me to push myself and explore colleges that I never knew existed. I was able to work on top of my schoolwork along with college essays and applications. I highly recommend getting support from this amazing program!"
Anisha (Atlantic City, NJ), attending Lehigh University



"My QuestBridge Match would not have been possible without Matriculate. I'm very grateful for my Advising Fellow for taking her time to guide me through the college application process."
Evfrosiniia (Madison, WI), attending Princeton University

"The week before match results came out, my Advising Fellow, Lisbette, made time to call me at night despite our time zone differences to calm my nerves. Throughout the application process, she congratulated me every step of the way and always made time to support me. Lisbette easing my nerves was common throughout our few months together, and her unwavering support made this stressful process so much more approachable!"
Sarah (Phoenix, AZ), attending Northwestern University



The Advising Fellow Experience

Matriculate Advising Fellows offer invaluable mentorship and resources to High School Fellows, and get to improve their own interpersonal and leadership skills along the way. Here's what they have to say:



Olivia
Columbia University

"Whether it was hearing about his chickens' daily doings, or receiving the Gates Scholarship, I had a wonderful experience growing with my High School Fellow! We learned about the college process for him together, developed organizational and writing skills, and I know he will do great things at the university he is attending."

"Matriculate allowed me to give back to high school seniors and help them navigate the college application process, which I'd done a couple years ago.

Some of the meaningful parts of my Matriculate experience are when my High School Fellows let me know that they've gotten accepted into a 4-year university with generous financial aid. That is a very joyous occasion because all of their hard work did end up paying off, and they got the result that they were expecting. I am very thankful to Matriculate for that."



Mohamed
Emory University

"The most rewarding and fulfilling aspect was hearing how well prepared my High School Fellows feel for college and that our advising really helped them to feel more confident and informed while applying."



Contessa
Johns Hopkins University

A Student's Journey

Matriculate's network aims to support students through college and onto a successful career.

Josiah joined Matriculate as a High School Fellow in 2017 from his hometown of Yucca Valley, CA (population: 20,700). Over the course of his senior year, Josiah worked 1-1 with a Princeton Advising Fellow who guided him through the college application and enrollment process at Princeton.



At Princeton, Josiah rejoined Matriculate as an Advising Fellow and advised five students over the course of his time there. Along with being an Advising Fellow, Josiah also joined Matriculate's staff as a Student Support Intern and now, after seven years of being affiliated with Matriculate, has joined the staff full-time as an Associate of Foundations and Corporate Relations.

"I originally got into college with Matriculate's help. I wasn't sure I could get into a school with the caliber of Princeton or any of the other schools that I got into."

"There were various successes that came about as a result of me being an Advising Fellow. It was my start to a more professional and official way of being a mentor. I received a lot of training from Matriculate as well as experience working with my High School Fellows that manifested itself into my other leadership positions on campus."

"I am just one story of many that Matriculate has helped in the college process. The meaning of Matriculate for me is that there are kids out there who don't know or maybe need help tapping into the potential that they already have. Matriculate is doing wonders in helping that come about. I am very proud of the work that Matriculate does because I see a little bit of myself in all of the students that we work with having gone through the process myself. It makes me so happy that I can be a resource for the organization, students, and just the program in general."

"I get a lot of satisfaction knowing that this work continues after me and that I'm helping with that work."

MATRICULATE IN THE MEDIA



First gen students are missing from the nation's top colleges. Here's how virtual advising could help.

"[Matriculate is] helping students from nontraditional backgrounds obtain a higher education...high schoolers who receive Matriculate's virtual advising are about 25 percent more likely to attend one of the nation's top colleges than those who didn't receive any support." | January 29



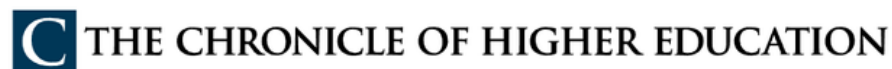
Bloomberg Philanthropies and Matriculate Expand Partnership to Provide High-Achieving, Lower-Income, First-Generation Students with Free One-On-One Virtual College Advising

"Bloomberg Philanthropies has committed \$86 million to CollegePoint since its inception, including a new \$12 million commitment to Matriculate over the next three years. Ken Griffin, Citadel, and Citadel Securities are committing \$3 million in support over the next two years to Matriculate." | January 30



Students Who Meet With High School Counselor Much More Likely To Receive Financial Aid For College

"The study also points to the importance of supplemental advising programs such as the recently announced expansion of a Bloomberg Philanthropies and Matriculate partnership..." | February 1



Boosting Enrollment: Obstacles and Strategies

"Higher education as a whole sometimes forgets the potential impact of its largest recruiting team: current students...Matriculate has trained more than 3,000 undergraduate advising fellows at 18 partner colleges and universities [who] have helped more than 14,000 high-school students navigate college choices..." | May 8

THE HECHINGER REPORT

No matter how the Supreme Court decides on affirmative action, colleges must do a better job of helping all students feel welcome

"One recent study of the nonprofit Matriculate found that its near-peer advising, even in virtual settings, can significantly improve students' chances of attending and persisting at high-quality colleges. More of these programs are needed." | June 5

Forbes

Matriculate Is Using Virtual, Near-Peer Advising To Help Fill The College Pipeline

"More programs like Matriculate could offer an alternative path for enabling students of all backgrounds to enroll and succeed at the nation's best colleges and universities." | June 16

THOUGHT LEADERSHIP

Matriculate's leaders continue to offer valuable insight on key college access issues.

NACAC

National Association for College Admission Counseling
Baltimore, MD | September 21-23, 2023

Near-Peer Advisors, Meet Admissions Leaders: Coalition-Building to Close College Access Gaps

GFE

Grantmakers for Education
Atlanta, Georgia | October 10-12, 2023

Identifying and Mobilizing First-Gen, Low-Income Changemakers in College Access

NCAN

National College Attainment Network
Dallas, TX | October 16-18, 2023

Can Virtual Near-Peer Advising Close College Access Gaps?

COLLEGE BOARD FORUM

New York, NY | November 1-3, 2023

Coalition-Building to Close College Access Gaps

Join the **movement** to close the college access gap!

WAYS TO SUPPORT MATRICULATE

Spread the word

Talk with high school and college students in your life who may be a good fit for Matriculate! Encourage them to visit matriculate.org for more information.

Donate

Students receive Matriculate advising **free of charge**. A financial gift to Matriculate ensures our programs remain free and accessible. Visit matriculate.org/donate to give online, or email development@matriculate.org.

Platinum
Transparency
2023

Candid.

Become an employer partner

Advocate for your organization to become a Matriculate partner. This gives employers access to recruit from our talented student pool, while supporting our work financially. For more information, email development@matriculate.org.



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